



## A fine line: When individualization meets automation

### walbusch GRUPPE

Founded in Solingen, Germany, the family-owned company appeals to quality-conscious customers who value high-quality and comfortable clothing. Walbusch fashions are known for innovative special features and a clear, trend-conscious casualized style.

For an inspiring shopping experience, Walbusch offers its customers a true omnichannel experience: In addition to their catalog published every 2-3 weeks and regular newsletters, customers can order the entire range via their online store or visit one of the more than 40 retail locations with a modern store concept and personal style advice. In addition to the „Walbusch“ brand, the group of companies also includes the men's fashion brand „Mey & Edlich,“ the health mail-order company „Avena,“ and the „LaShoe“ online store.

### Opportunity

Every single page of their publications follow a consistent theme and skillfully implements a very high aesthetic standard. Precisely worded, true to color in illustration and designed with attention to detail. The production of thousands of individually designed pages had a long history of long lifecycles and sources including Excel lists, various production locations and less than efficient workflows. Therefore, in addition to the data and images, the entire creative process had to be harmonized and reflected in the print layout.

### Solution

Today, the Walbusch Group relies on Contentserv's Product Information Management (PIM) system, in which all relevant information is stored centrally. For creative print layouts in Adobe InDesign, Walbusch relies on the priint:suite.

By using these technologies, processes are now automated and consistent across departments. This has allowed employees to concentrate on their core tasks and creative work.

### Advantages

- ✓ **Individualization**  
A high number of products and different target segments require a high degree of individualization
- ✓ **Customized scripts**  
Programming of customer-specific scripts that are simply executed via the „Front Row palette“ in the InDesign plug-in priint:comet at the push of a button
- ✓ **Central information management**  
All product-relevant information and processes are centrally stored in Contentserv PIM
- ✓ **Process automation and coordination**  
The definition and adaptation of processes facilitates interdepartmental coordination
- ✓ **Focus on core tasks**  
Templates access the data and information of the PIM system and take over tedious routine tasks

# The Walbusch Group creates successful brand experiences

The combination of creativity, data and technologies makes the publications come alive. Even with the requirement for significant personalization, it is possible to automate large parts of the publications via the print:comet Adobe InDesign plug-in.

The print run of Walbusch print productions, mainly catalogs, is several hundred million copies. Each catalog has an overriding communication theme. This means that each page is highly personalized. Despite this high level of individualization in terms of content and design, a high degree of automation is achieved thanks to the use of the print:suite and customer-specific scripts.

## First Fill: From target groups, sample pages & templates

As a mail order company for high-quality women's and men's fashion, the Walbusch Group has a fashionable, diverse range of products for various target groups. This requires different marketing strategies. For example, new customers are addressed differently than regular customers who have been with the company for years, main offers are provided with longer text, less important articles are shorter.

The creation of a new page takes place in several phases, each with its own template created in the print:comet InDesign plugin.

At Walbusch, the content-related publication planning is done on the purchasing side by product management directly in the PIM, in the form of individual creative briefings, which include the product placement and the planning of the photos required for it. All images are stored in the PIM/MAM and are available for both print and online activities.

Using the appropriate templates in print:comet, the graphic designer can now have all the relevant information for his pages automatically extracted from the PIM as first fill on the basis of the creative briefings and immediately start designing. Photos and finished pages are also transferred to the lithos via the PIM and fed back, because like the internal graphic designers, the external lithos are also connected to the PIM via print:comet.

This means that the days when graphic designers took content from Excel or photo lists and obtained information from various departments are long gone.

## Scripts for customer-specific requirements

To achieve the greatest possible degree of automation, the Walbusch Group relies not only on the many classic automation functionalities of the print:suite, but also on scripts developed in-house. These facilitate daily work enormously, as they simplify numerous, customer-specific processes at the push of a button. The scripts are developed and programmed by SDZeCOM.

Specific front row scripts have also been developed in cooperation with the litho institutes, including automated fine data download, sorted by image status. Technologically, the scripts are controlled via the Front Row palette in print:comet and executed at the push of a button. Additional scripts, such as the language change, the status of images in the litho or the change from coarse to fine data to facilitate the daily work are also available.

## A specialty

The right shirt for every man. This has always been the Walbusch brand promise. However, this also includes a large amount of variants, attributes and thus also data. This complexity results from many color, fabric and pattern variants, sizes, collar widths, sleeve lengths, fits and much more. This means that far more information is displayed in the shirt tables than article numbers, the complex size and width system or price information, which is also provided from the PIM.

For the shirt pages, Walbusch uses special templates that work with defined design rules to optimally display a shirt. The templates have made it possible to reduce manual work to a bare minimum.



Three double pages of a very successful catalog. They show very well the individual design and the complex shirt tables.



# Enterprise Solution Partner

## SDZeCOM // System Integrator and System Architect

SDZeCOM has been implementing database publishing projects since 1995, one of the first companies in Germany. In total, SDZeCOM employs a large team of developers for print:suite projects, as well as IPMA Level-C certified project managers.

In the project, customers benefit from the proximity and direct line to the developers at Werk II. The example of a development partnership for the print:comet pdf renderer shows how this can be advantageous for customers. The pdf renderer was developed together with Werk II in a customer project. Successfully implemented projects include customers such as Lusini, Walbusch and MeisterWerke Schulte.

In order to provide customers with the best possible support, SDZeCOM also regularly offers special database publishing training courses in its own training center. In-depth insights into the print:suite technology as well as the connection of various PIM systems to print:comet are offered. In addition, SDZeCOM has a customer-oriented point landing video "Publication Ana-

lysis" or user-friendly downloads, which include a wide range of experience broken down into "10 Tips for Successful Database Publishing".

Additionally, SDZeCOM takes its experience from numerous projects in the area of Product Information Management (PIM) and Master Data Management (MDM). SDZeCOM is not only a successful implementation and development partner of print:comet, but also a strategic partner of the leading PIM and MDM system manufacturers. In its own business units, SDZeCOM implements PIM and MDM systems from well-known software manufacturers and adapts them to the needs and circumstances of its customers.

SDZeCOM belongs to the nationwide partner network United E-Commerce and is able to offer very complex and holistic solutions for digital sales. Furthermore, SDZeCOM is a partner of Aalen University and dual universities in Baden-Württemberg.



„At Walbusch, we value individuality, creation and perfection. Not only in fashion, but also in the way we address our customers and the communicative measures that go with it. Only through detailed, aesthetically pleasing and spot-on design do we lend our print advertising media a pinpoint conciseness in words and images.“

Tanja Ufer, Application Responsible and Lars Tögemann, Art Director Information Management, Walbusch Group

# Key Facts

- Certified Enterprise Solution Partner**
- Region: D-A-CH**
- <https://www.print.com/en/partnerprofile/sdzecom.html>



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## print:suite

### The Solution for all Marketing Publication Challenges



Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust print:suite to modernize, automate and simplify their digital and print publishing processes.



print:suite plug-ins for Adobe® InDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.



The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with simply one click, ensuring a consistent message and customer experience across all channels.



print:suite is both modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.



#NoMoreCopyPaste #priint

**More info?  
Contact us!**



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